

Exhibit E



What's Your Eating Strategy?

Stay calorie conscious and eat like a king!

HAVE IT YOUR WAY® Eating Strategies with great-tasting fire-grilled food at BURGER KING® restaurants.

Try These! (Calories)	Calories	% Daily Value*	Saturated Fat* (g)	% Daily Value**	Trans Fat*	Cholesterol (g)	Protein (g)	Fiber (g)	Sodium (mg)	% Daily Value**
WITH IPAD® AND CONVENTIONAL FRIES	290	15%	4.5	23%	40	15	2	430	21%	
BLT BURGER WITH FRIES	255	13%	3	16%	35	12	1	550	28%	
CHICKEN TENDERLOIN BURGER	330	17%	5	25%	90	17	1	740	49%	
CHICKEN TENDERLOIN BURGER WITH FRIES	420	22%	5	27%	80	22	4	1270	55%	
CHICKEN TENDERLOIN BURGER WITH FRIES AND CHICKEN FRIES	450	24%	2	10%	75	27	4	1210	52%	
CHICKEN TENDERLOIN BURGER WITH FRIES AND CHICKEN FRIES AND CHICKEN FRIES	420	21%	2.5	13%	10	7	1	1000	48%	
CHICKEN TENDERLOIN BURGER WITH FRIES AND CHICKEN FRIES AND CHICKEN FRIES AND CHICKEN FRIES	510	28%	14	43%	80	32	3	1390	38%	
CHICKEN TENDERLOIN BURGER WITH FRIES AND CHICKEN FRIES AND CHICKEN FRIES AND CHICKEN FRIES AND CHICKEN FRIES	80	4%	1	4%	0	2	0	220	10%	
MINUTE MEAL® BURGERS	90	5%	0	0%	0	0	<1	0	0%	
REGULAR BURGERS	90	5%	0	0%	0	0	0	0	0%	
MINUTE MEAL® APPETIZERS	140	7%	0	0%	0	0	0	0	0%	
ACQUA FRESH® WATER	0-5	0%	0	0%	0	0	0	0	0%	
CAKE® CAKES	100	5%	0	0%	0	0	0	0-35	0-1%	

*Saturated Fat does not include Trans Fat.

**Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.



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Quick Nutrition Guide

Quick Nutrition Guide	
Kids age 4-8	<ul style="list-style-type: none"> 1200-2000 calories / day Determined by age, gender, and activity level <p><small>Calorie needs vary from person to person by age, gender and activity level. For information on you or your child's specific dietary and physical activity recommendations, please visit: http://www.mypyramid.gov. US Dietary Guidelines for Americans 2005 recommendations can be found at http://www.health.gov/dietaryguidelines/dga2005/recommendations.htm. Additional Dietary Guidelines for Healthy Children can be found at http://www.health.gov/dietaryguidelines/dga2005/healthieryou/html/chapter12.html.</small></p>
Adults and teens (≥14 years)	<ul style="list-style-type: none"> 2000 calories a day is the average daily energy requirement Determined by age, gender, and activity level <p><small>Calorie needs vary from person to person by age, gender and activity level. For information on you or your child's specific dietary and physical activity recommendations, please visit: http://www.mypyramid.gov. US Dietary Guidelines for Americans 2005 recommendations can be found at http://www.health.gov/dietaryguidelines/dga2005/recommendations.htm. Additional Dietary Guidelines for Healthy Children can be found at http://www.health.gov/dietaryguidelines/dga2005/healthieryou/html/chapter12.html.</small></p>

These recommendations are based on: *American Heart Association®, 2005 US Dietary Guidelines, and Dietary Reference Intakes (DRIs)*.

Calorie needs vary from person to person by age, gender and activity level. For information on you or your child's specific dietary and physical activity recommendations, please visit: <http://www.mypyramid.gov>. US Dietary Guidelines for Americans 2005 recommendations can be found at <http://www.health.gov/dietaryguidelines/dga2005/recommendations.htm>. Additional Dietary Guidelines for Healthy Children can be found at <http://www.health.gov/dietaryguidelines/dga2005/healthieryou/html/chapter12.html>.

For meal combinations available at BURGER KING® restaurants, or to customize your burger, sandwich, or salad to HAVE IT YOUR WAY®, please visit our website at: <http://www.bk.com> in our Nutrition Section go to "Build-A-Meal".

- Be mindful of excess calories to help maintain or lose weight, try using less salad dressing or dipping sauces, and order you sandwich without or less mayonnaise.
- Being fit like a king means eating the appropriate amount of daily calories and being physically active too! So pick you favorite activity and go for it!! Try to be physically active at least 30 minutes most days of the week.

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